

## STAFF REPORT

DATE January 16, 2016  
PLACE 50 W Gay St  
TIME 3:00 pm

### A CALL TO ORDER

### B APPROVAL OF MINUTES

~3:01 Meeting Summary – December 19, 2017

### C Applications for Certificate of Approval

~3:03 17-05-001C Address: 491 West Broad Street  
Property Owner: A.D. Farrow  
Applicant: Blostein/Overly Architects  
To be reviewed: Graphics

**Sub-Districts:** West Broad St Arts and Innovation Dodge Park  
**Code Reference:** 3375 Graphics  
3381 Graphics

#### Staff Observations:

491 West Broad Street is an approximately 1 acre site located on three parcels spanning from S. May Ave to McDowell St. The applicant is seeking EFRB approval for graphics as part of a larger remodeling project to expand the existing A.D. Farrow Co., a Harley-Davidson motorcycle dealership. So far, the applicant has received the necessary EFRB approvals except for signage.

During the September 19, 2017 EFRB meeting, the applicant presented their graphics application. The Board recommended that the applicant return with the following revisions:

1. Reduce the size and the scale of roof the sign and place said sign within the signage band
2. Reduce the size and the scale of the blade sign

Since no formal disapproval was rendered by the Board that was specific to the proposed signage. The applicant is seeking Board approval for the same graphics plan presented in September 19, 2017.

#### Applicable Code Development Standards:

Standard	Broad Street Sub-District	Staff Comments
Minimum Front Yard Maximum Front Yard	0' 15' (For up to 50% of the building frontage)	Previously Approved
Minimum Parking Setback	5'	Previously Approved
Minimum Side Yard	0'	Previously Approved
Minimum Fence/Wall Setback	0'	N/A
Minimum Rear Yard	0'	N/A
Minimum Building Frontage	60%	Previously Approved
Maximum Bldg Height	5 stories or 60'	Previously Approved

Building Frontage	All Buildings shall front on Public street	Previously Approved
Lighting	3323.21	Previously Approved
Graphics	3323.21	Not consistent. Roof mounted signs prohibited in EFRB
Parking	Not permitted between the principle building and right-of-way.	Previously Approved
Parking	<b>Required Parking</b> Existing uses = 41 New = 36 Total = 77 spaces Bicycle parking required = 6	Previously Approved
Landscaping and screening	3312.21	Previously Approved
Administrative requirements	3312.03	Previously Approved

Recommendation and Standard	Staff Comments
General Guidelines	
<ul style="list-style-type: none"> <li>A wide range of design styles are appropriate for East Franklinton, with preference for contemporary design and materials.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>Signs that reinforce the creativity, craftsmanship, and industrial character of the East Franklinton District are encouraged.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>Signage should be pedestrian in orientation and scale. Wall and blade signs are preferred. Auto-oriented signage is not appropriate for this district. The Review Board may consider auto-oriented signage requests featuring unique and artistic elements if such graphics are integral to the design of a building, development, and/or character of the sub-districts.</li> </ul>	Not consistent. Staff considers proposed street sign auto-oriented due to size and scale. Staff recommends that the applicant reduce the height of the sign to 2ft.
<ul style="list-style-type: none"> <li>New signage should be designed to be a logical and complementary component of the overall design of a storefront and/or the associated building's architecture.</li> </ul>	Not consistent. Staff recommends moving the signage to the fit within the signage band.
<ul style="list-style-type: none"> <li>Each ground floor tenant space or building (if single tenant occupancy) may have one projecting sign and either one wall sign or awning sign(s), as approved by the Review Board (see subsections herein for design specifics).</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>In addition to sign types prohibited in the East Franklinton District (3323.21) and general Graphics section of the Zoning Code (3375.13), the following types of signs are not appropriate: pole-mounted signs, co-op or tenant panel signage, signage that emits noise, moving objects and sign components, animation, LED (light emitting diodes) and related screens, projectors and related equipment, LED programmable signs and neon used as a window element. New lighting technologies may be considered on a case by case basis.</li> </ul>	Not consistent. The street sign is mounted above the roof line. This is considered a roof sign. Roof signs are prohibited in EFD per 3323.21
Wall Signs - Building	
<ul style="list-style-type: none"> <li>The width of building wall signs should not exceed 50 percent of the width of the structure.</li> </ul>	Consistent.
Projecting (Blade) Sign Guidelines	
<ul style="list-style-type: none"> <li>The maximum allowable area for a projecting sign should be 12 square feet per side; 24 square feet total.</li> </ul>	Not consistent. Proposed sign is approx. 35 sq. ft.
<ul style="list-style-type: none"> <li>The maximum horizontal projection measured from the building should not exceed four feet or two-thirds of the sidewalk width, whichever is less.</li> </ul>	Not consistent. Proposed sign is projects outward over 7 ft. Staff recommends reducing the size of the blade sign to be more pedestrian oriented
<ul style="list-style-type: none"> <li>A minimum of 10 feet of clearance should be maintained between grade and the bottom of the sign. Approval by the Department of Public Service may be required for signs that project into the right-of-way.</li> </ul>	Consistent. Blade sign is 13 ft. above grade. However, applicant should also contact DPS to gain permission to project unto R/W
Prohibited & Nonconforming Graphics	

<ul style="list-style-type: none"> <li>In addition to signs prohibited in <u>Chapter 3375</u>, the following types of signs shall not be permitted: off-premises signs, billboards, projector based signs, signs with flashing lights or bare bulbs, co-op signs, rotating signs, monopole signs, automatic changeable copy signs, and roof-mounted signs.</li> </ul>	Not consistent. Roof mounted signs prohibited in EFD.
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Graphics: Staff does not support the applicant's graphic plan as submitted.

- Storefront Sign:** The East Franklinton Signage Design guidelines support a wide range of design styles with preference for contemporary design and materials. However, roof-mounted signs are prohibited within the District. In addition, the design guidelines recommend that storefront signage should be located within the signage band and to not exceed 25 square feet in area. Staff recommends that the size of the sign be reduced (maximum of 2 ft. tall) and placed within the signage band. An alternative recommendation is to relocate the street sign from the existing building to the new building. This will allow the applicant clearance to plant street trees along the building frontage.
- Blade Sign:** The proposed sign is not consistent with the East Franklinton District's Graphic Design Guidelines recommendations pertaining to horizontally projected signs. Staff recommends for the size of the sign be reduced to be more pedestrian oriented.

The applicant is requesting the following modifications to the East Franklinton Development Standards:

- To permit roof mounted sign in the East Franklinton District

**Staff Recommendation:**

Approval

Approval with  
Conditions

Table

Disapproval

- Staff recommends reducing the size of the storefront sign to be more pedestrian oriented (max 2 ft. tall).
- Staff recommends reducing the size of the blade sign to be more pedestrian oriented (12 square feet per side)

~3:20

17-12-002B

Address: 250 W Rich

Property Owner: Columbus Metropolitan Housing Authority

Applicant: CASTO

To be reviewed: Graphics plan; Lighting

**Sub-Districts:** West Broad St

Arts and Innovation

Dodge Park

3323.21 Development Standards

**Code Reference:** 3375 Graphics

3381 Graphics

**Staff Observations:**

250 W Rich Street, also known as River and Rich, is a mixed use development that includes 230 residential units, retail, a signature arts user and a two-story parking deck. The project was initially approved with conditions by the EFRB on August 16, 2016 but received full approval (excluding graphics) during the November, 15 2016 meeting.

The applicant is now seeking EFRB approval for its graphics plan which includes varying types of signage for retail and commercial tenants. The requested Board approval include sign locations, sizes, total amount permitted per tenant and general design. As retail and commercial spaces are leased, each new sign will be submitted and for review by EFRB Staff. Signs that meet criteria's within the submitted graphics plan as it relates to size, location, total amount of signs per tenant and design will be approved by EFRB staff. Signs that do not meet the aforementioned criteria's will seek Board approval.

The applicant has also returned with a new light fixture concept for the previously approved "River & Rich" blade sign.

**Applicable Code Development Standards:**

Standard	Art and Innovation District	Staff Comments
Lighting	3323.21	Consistent
Graphics	3323.21	Consistent

**Graphic Design Guidelines:**

<b>Recommendation and Standard</b>	<b>Staff Comments</b>
General Guidelines	
<ul style="list-style-type: none"> <li>A wide range of design styles are appropriate for East Franklinton, with preference for contemporary design and materials.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>Signs that reinforce the creativity, craftsmanship, and industrial character of the East Franklinton District are encouraged.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>Signage should be pedestrian in orientation and scale. Wall and blade signs are preferred. Auto-oriented signage is not appropriate for this district. The Review Board may consider auto-oriented signage requests featuring unique and artistic elements if such graphics are integral to the design of a building, development, and/or character of the sub-districts.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>New signage should be designed to be a logical and complementary component of the overall design of a storefront and/or the associated building's architecture.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>Each ground floor tenant space or building (if single tenant occupancy) may have one projecting sign and either one wall sign or awning sign(s), as approved by the Review Board (see subsections herein for design specifics).</li> </ul>	Not Consistent
<ul style="list-style-type: none"> <li>The Review Board may consider internally illuminated graphics if such graphics are integral to the design of a building or development. Internally illuminated box sign cabinets are not appropriate.</li> </ul>	Consistent
Wall Signs - Storefront	
<ul style="list-style-type: none"> <li>Storefront wall signs should not exceed 25 square feet in area. Storefront wall signs should be located within the signage band between the first and second floor windows. Where windows do not exist, the nearest building or buildings in the same block should be used for determining window heights. Regardless, the top of wall signs should not exceed a height of 20 feet measured from grade. Storefront wall sign height should not exceed 60 percent of the total height of the sign band.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>Buildings with multiple tenant spaces should establish a cohesive rhythm appropriate to the building for the placement of wall signs.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>New development proposals with multiple tenant spaces should provide comprehensive signage plan for Board's review.</li> </ul>	Consistent
Projecting (Blade) Sign Guidelines	
<ul style="list-style-type: none"> <li>The maximum allowable area for a projecting sign should be 12 square feet per side; 24 square feet total.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>The maximum horizontal projection measured from the building should not exceed four feet or two-thirds of the sidewalk width, whichever is less.</li> </ul>	

<ul style="list-style-type: none"> <li>A minimum of 10 feet of clearance should be maintained between grade and the bottom of the sign. Approval by the Department of Public Service may be required for signs that project into the right-of-way.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>Projecting signs should not extend above the bottom of the second floor windows. Where windows do not exist, the nearest building or buildings on the same block should be used for determining window height. Regardless, the top of projecting signs may not exceed a height of 15 feet measured from grade.</li> </ul>	Consistent

**Graphics Plan:** New developments with multiple tenant spaces are encouraged to provide a comprehensive signage plan for the Board's review. The submitted signage plan is generally consistent with the EF Graphics Design Guidelines recommendations. However, the EF Graphics Design Guidelines limits each floor tenant space or building (if single tenant occupancy) to one projecting sign. The submitted signage plan, in certain instances, will permit floor tenant space (single tenant occupancy) to have up to two projecting signs. Staff considers this to be appropriate based on the fact that the signage plan establishes a cohesive rhythm for the placement of signs and that the overall design intent is for the signs to be a complementary component of the storefronts and associated building architecture.

**Lighting:** East Franklinton Creative Community District limits the height of a light fixture when located within twenty-five (25) feet of a residential use shall not exceed eighteen (18) feet above grade. Staff supports the request to exceed this due to the fact that the proposed light fixtures will be fully shielded and directed down, and inward.

**Staff Recommendation:**

Approval

Approval with Conditions

Table

Disapproval

1. EFRB approval of Signs that do not meet criteria's in the signage plan as it relates to sign locations, sizes, total amount permitted per tenant and general design.

~3:40

17-01-001D

Address:

431 W Town - Lucas Lofts

Property Owner:

Manhattan Project LLC

Applicant:

Jonathan Barnes Architecture and Design

To be reviewed:

New Construction, Lucas Lofts Phase II

**Sub-Districts:**

West Broad St

Arts and Innovation

Dodge Park

**Code Reference:**

3323.21 Development Standards

**Staff Observations:**

431 W Town is the site of Lucas Lofts, a mixed use development comprised of apartments, artist work/sales spaces and live work units. Phase I of the project received EFRB approval in May 2015, Phase II received approval in January of 2017. The Phase I site plan included installation of various types of permeable pavers through the entire length of Lucas Street. Due to site engineering, it was revealed that the grade of Lucas St. needed to be adjusted to utilized as a ponding area as part of the storm water management. As a result, topcoat of asphalt will be poured in place of the permeable pavers at both ends of Lucas St. In addition, the applicant will substitute permeable pavers in the areas previously proposed for hardscape materials (street bricks & curbs). This change is in response to changes in storm water management approach that surfaced during site review with the Department of Public Utilities.

**Applicable Plan Land Use Recommendation:**

Recommendation and Standard	Staff Comments
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Architecture—Mixed-Use, Commercial, Multifamily and institutional buildings	
<ul style="list-style-type: none"> <li>Architecture should be provided that establishes and defines a building's appeal and enhances the industrial character of East Franklinton.</li> </ul>	Consistent
<ul style="list-style-type: none"> <li>New construction should be integrated with the existing fabric and scale of development in surrounding neighborhoods.</li> </ul>	Consistent

The proposed site plan modifications are consistent with the recommendations of the East Franklinton Creative Community District Plan (EFCCD). Staff supports the substitution of permeable pavers in areas previously proposed for hardscape materials since they would help meet the applicant's storm water management goals but still keep the industrial character of the East Franklinton district.

#### **D BOARD APPROVED APPLICATIONS ISSUED CERTIFICATES OF APPROVAL**

424 W Town Street | Application #17-10-003

1. Exterior Construction & Parking Modifications | Reviewed 10/31/2017 | Issued 1/8/2018

#### **E NEXT MEETING**

Tuesday – February 20, 2018 at 50 W Gay St at 3:00 pm